October 4, 1948

Fashion Calendar 1948

JANUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29						

MARCH

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

APRIL

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

MAY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JUNE

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

JULY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

AUGUST

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SEPTEMBER

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

WEEK OF

OCTOBER

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NOVEMBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DECEMBER

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

RUTH FINLEY, EDITOR • FRANCES HUGHES, ASSOCIATE EDITOR

44 WEST 52ND STREET NEW YORK 19 N. Y. ELDORADO 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK BEGINNING MONDAY, OCTOBER 4, 1948		
Now Going On	DESIGNS FOR CHILDREN BY MARISKA KARASZ	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	Examples of children's clothes by Mariska Karasz, including Everfast sampler print used in mother-daughter design. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.		
Oct. 4	FIRST DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Monday).		
Oct. 5	SECOND DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Tuesday).		
Cancelled Oct. 5	WALTER FLORELL'S LUNCHEON SHOWING OF MILLINERY, ORIGINALLY SCHEDULED FOR TUESDAY, OCTOBER 5 AT 1:00 P.M. AT THE RITZ-CARLTON HAS BEEN CANCELLED.		
Tuesday Oct. 5 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	PEG FISCHER (509 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
	"Here's Your Hat" ... Peg Fischer will present Autumn and Holiday hats during luncheon. (This is the first in the regular weekly series of luncheon fashion shows at the Ritz Carlton this season.) Press by invitation. Public by reservation; contact, PL. 3-4600, Ext. 20. Peg Fischer Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Wednesday Oct. 6 8:45 A.M. Breakfast	PREVIEW OF SWIM SUITS AND BEACHWEAR FASHIONS	BESTLYNE COMPANY (1410 BROADWAY)	HOTEL PLAZA TERRACE ROOM
	Bestlyne will present a preview of "Full Fathom Five", the 1949 Resort and Summer collection of Reel-Poise swim suits and beachwear by Bestlyne, at a breakfast for the press and trade. Showing at 9:15 A.M. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday Oct. 6- Oct. 15 10:30 A.M.; 2:30 P.M.	BEACH AND SPORTS FASHIONS FOR 1949	FRANCES SIDER, INC.; SUNCLOTHES, INC.	1384 BROADWAY 24TH FLOOR
	Bathing Suits, Beach, Play and Casual Sport clothes will be presented by Frances Sider, and Sunclothes (division of Frances Sider, Inc.) Contact: Terry Mason, BR. 9-3790.		
Wednesday Oct. 6 12:00 Noon Luncheon	"WOOLS FOR WARMTH" FORUM AND LUNCHEON	ASS'N OF KNITTED GLOVE & MITTEN MFRS.	HOTEL PENNSYLVANIA SALON MODERNE
	"Wools for Warmth" will be the theme of a forum and luncheon, with announcement of plans for American Knit Glove Week (Nov. 15 - Nov. 20). Attendance by invitation. Publicity: Claire A. Wolff, LO. 4-7230.		
Beginning Wednesday Oct. 6	OPENING OF RESORT AND SPRING LINE	del MAR SPORTSWEAR LIMITED	1400 BROADWAY 19TH FLOOR
	Continuous daily showings of Resort and Spring line of del Mar Sportswear. Publicity: Mildred Kaldor, MU. 9-5420.		

COPYRIGHT, 1948, BY FASHION CALENDAR.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 6 1:00 P.M. Luncheon	DAY-TO-DAY FASHIONS AT LUNCHEON SHOW	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM
	"A Smart Woman's Fashion Calendar" will be presented by The Tailored Woman, featuring day-to-day suggestions for dressing to suit the occasion. Press by invitation. Public by reservation. Contact "Frank", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday Oct. 6 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW	GUNTHER	HOTEL PIERRE COTILLION ROOM
	Gunther will present fur fashions for Fall and Winter in addition to custom originals designed by Alice Orovan. Press by invitation. Public by reservation. Contact "Francois", Cotillion Room headwaiter, TE. 8-8000. Gunther Publicity: Nona James, VO. 5-3440. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.		
Wednesday Oct. 6- Oct. 8 3:30 P.M.	FALL SHOWING OF "HATS AND THINGS"	IRMA KIGERE	665 FIFTH AVENUE ROOM 1103
	Irma Kigere will present "Fall Fashion Parade" of her "Hats and Things"--including hats, stoles, belts, gloves, muffs, chokers. Showing at 4:00 P.M. By invitation. Contact: Constancy, PL. 9-3791.		
Wednesday Oct. 6 4:30 P.M. Cocktails	PRIVATE SHOWING FOR FASHION PRESS	THE McMULLEN CO. (475 FIFTH AVENUE)	RITZ CARLTON HOTEL GRAND BALLROOM
	The McMullen Company's semi-annual preview for the fashion press, with a showing of their Resort and Spring fashions. Seating from 3:30 P.M. Showing promptly at 4:30 P.M. Attendance strictly by invitation, which must be presented at the door. (Trade showings at McMullen Showroom, 475 Fifth Avenue, beginning Thursday, October 7, at 10:30 A.M. and 2:00 P.M.) Publicity: Abagail A. Johnson, MU. 3-9560.		
Beginning Wednesday Oct. 6	OPENINGS OF RESORT AND SPRING LINES	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
	The opening dates follow: Wednesday, October 6 ADLER & ADLER, KANE-WEILL; SPORTCRAFT; STAR-MAID DRESSES Thursday, October 7 DAVIDOW; MUTUAL-ROSENBLOOM; CHARLES W. NUDELMAN Friday, October 8 DAVID M. GOODSTEIN; ZOLTAN ROSENBERG Contact individual manufacturers.		
Beginning Wednesday Oct. 6- Dec. 13	EIGHTH FASHION TRAINING COURSE	THE FASHION GROUP INC. (9 ROCKEFELLER PLAZA)	BEEKMAN TOWER HOTEL 3 MITCHELL PLACE
	Eighth annual course, "Fashion Jobs", sponsored by the Fashion Group Inc., and consisting of ten 2-hour sessions each Monday from 7:30 to 9:30 P.M., with key speakers discussing a specific field of fashion. (The first lecture is scheduled for Wednesday, Oct. 6, because of the Jewish holiday on Monday). Tuition fee for series: $15.00 or $2.00 for each individual lecture. Subject of Oct. 6 meeting: "Fashion Markets--Operation by Type, Price, and Taste Levels; Local and Regional." Chairman: Helen Faith Keane, fashion consultant. Contact: The Fashion Group, CI. 7-3940.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 7 10:00 A.M.-12:00 Noon Coffee	PRESS PREVIEW: SPRING AND RESORT COLLECTION	GROSS-SYDNEY	498 SEVENTH AVE. SHOWROOM
	Gross-Sydney will present their resort and early Spring collection of Terry Rogers Originals at a continuous showing between 10:00 A.M. and 12:00 noon. (The retail price of these dresses will be $35 and under.) By invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.		
Thursday Oct. 7 11:00 A.M.	PRESS SHOWING OF MILLINERY COLLECTION	BARONESS RADVANSKY INC.	867 MADISON AVE. SALON
	The first press showing of hats by Baroness Radvansky Inc. will be presented in her salon. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Thursday Oct. 7 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	Subject: "Making Dollars and Making Sense"--New Markets, New Thinking, New Merchandising. Speakers: Ann Delafield, Director, DuBarry Success School and the Richard Hudnut Salon; Mary Bailey, Beauty Editor, Fawcett Publications; Irving Brooks Harris, Executive Vice President, The Toni Co., Chicago. Chmn. Cosmetic Div.: Helen Van Slyke. Price (including tax and tip): $3.10 for members; $3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.		
Thursday Oct. 7 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOW	KNIZE, INC.	HOTEL PLAZA TERRACE ROOM
	Knize will present custom-made coats and suits for Fall and Winter. Press by invitation. Public by reservation; contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Knize Publ.: Mary Alice Rice, CI. 6-1790. Hotel Plaza Fashion Publ.: Dorothy Wentworth King or Adele Brown, PL. 3-1740.		
Thursday Oct. 7 4:30 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING FASHIONS	ADLER & ADLER	550 SEVENTH AVE. 20TH FLOOR
	"Sunny Weather Collection"--Adler and Adler's press showing of Resort, Cruise and Spring fashions, and also Spectator Sportswear. Attendance by invitation only. Contact: Paul Adler, CH. 4-6630.		
Saturday Oct. 9 11:00 A.M.	PRESENTATION OF FALL FASHIONS FOR CHILDREN	MARTIN'S BROOKLYN	FOURTH FLOOR
	"Fashions in Miniature"--showing of children's fashions from tots to "in-be-teens" for boys and girls. Open to public. Publicity: Kay Connelly, TR. 5-3100.		
Postponed Oct. 11	JAECKEL'S PRESS SHOWING OF PARIS FUR FASHIONS, ORIGINALLY SCHEDULED FOR MONDAY, OCTOBER 11, HAS BEEN POSTPONED TO WEDNESDAY, OCTOBER 13, AT 2:30 P.M. (See page 4).		
Monday Oct. 11 1:00 P.M. Luncheon	READY TO WEAR FASHIONS AT LUNCHEON SHOW	PEGGY ROTH (400 PARK AVE.)	HOTEL PLAZA PERSIAN ROOM
	Showing of Peggy Roth's ready-to-wear Fall fashions during luncheon. Press by invitation. Public by reservation; contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Roth Publicity: Mary Alice Rice, CI. 6-1790.Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown,PL.3-1740.		
Beginning Oct. 11	ADVANCE SPRING OPENINGS IN LOS ANGELES, CALIFORNIA. Contact: California Apparel Creators, 756 S. Broadway, Los Angeles 14.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 11 2:30 P.M.-4:00 P.M.	"PORTRAIT OF JENNIE" FALL AND SPRING FASHION SHOW	"PORTRAIT OF JENNIE" BY DAVID O. SELZNICK	METROPOLITAN MUSEUM OF ART--AUDITORIUM
	Leading designers will show fashions inspired by the David O. Selznick production, "Portrait of Jennie", starring Jennifer Jones, Joseph Cotten, and Ethel Barrymore. Presentation of Spring accessory color, "Portrait Blue." Attendance by invitation only. Selznick Releasing Organization: Tie-Ins, Ted Baldwin; Publicity: Aileen St. John Brenon, EL. 5-5323. Publicity: Claire A. Wolff, LO. 4-7230.		
Beginning Monday Oct. 11	SHOWING OF RESORT COLLECTION	CAROLYN SCHNURER	1410 BROADWAY 17TH FLOOR
	Carolyn Schnurer will present her ~~resort~~ Summer collection daily at 10:30 A.M., 12:30 P.M. (Box Luncheon), ~~and 3:30 P.M.~~ For luncheon reservation, contact: Virginia White, CH. 4-8446.		
Beginning Monday Oct. 11	OPENING OF RESORT AND SPRING LINE	LORD'S SPORTSWEAR	498 SEVENTH AVENUE 14TH FLOOR
	Lord's Sportswear presents their Paris-inspired "House of Lords" collection of round-the-clock Resort, Cruise, and Spring casuals at continuous daily showings. For appointment, contact: Sylvia Leonard, Gussow-Kahn, MU. 9-0450.		
Oct. 12	COLUMBUS DAY (Tuesday).		
Tuesday Oct. 12 1:00 P.M. Luncheon	FALL AND WINTER FASHIONS AT LUNCHEON	JONAI (408 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
	Custom-order and ready-to-wear originals, including street, evening and dinner clothes, coats and suits, will be presented by Jonai during luncheon. Press by invitation. Public by reservation. Contact: PL. 3-4600, Ext. 20. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.		
Wednesday Oct. 12 1:00 P.M. Luncheon	MILLINERY FASHIONS BY KENETH HOPKINS	GUNTHER	HOTEL PIERRE COTILLION ROOM
	"The Prophetic Silhouette" in millinery by Keneth Hopkins of Beverly Hills will be presented by Gunther during luncheon. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Gunther Publicity: Nona James, VO. 5-3440. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.		
Oct. 13	YOM KIPPUR - JEWISH DAY OF ATONEMENT (Wednesday).		
Wednesday Oct. 13 1:00 P.M. Luncheon	SKIS AND SKI FASHIONS AT LUNCHEON SHOW	ANDRE SKI SHOP; TEY MANUFACTURING CO.	WALDORF-ASTORIA SERT ROOM
	Ski wardrobe, custom made by the Andre Ski Shop, 49 East 47th St., styled for True-Flex, Tey's newly perfected aluminum skis presented in high fashion shades. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Tey and Andre Publicity: Anne Albee or Augusta Arnold, Lindsay Advertising, PL. 3-8571. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday Oct. 13 2:30 P.M.	PRESS SHOWING OF PARIS FUR FASHIONS	JAECKEL, INC.	10 EAST 57TH STREET SALON
	A complete showing of daytime through evening custom-order furs from Paris will be presented to the press by Jaeckel. (Note Change of Date). Attendance by invitation only. Contact: Lillian Stein, PL. 5-7000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 14 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	Fashion showing of "Fashions in Fabrics for Resort and Spring 1949". Texture, pattern and color will be highlighted in 15 costumes, created for The Fashion Group by the following pattern companies: Vogue, McCall's, Butterick, Simplicity, and Advance. There will be a fabric news report before the fashion show by Jeanne Pierre, chairman of Fabrics Division. Price (including tax and tip): $4.00 for members; $4.25 for guests. Each member may bring two guests. Contact: The Fashion Group Inc., CI. 7-3940.		
Thursday Oct. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	ROSETTE PENNINGTON	HOTEL PLAZA PERSIAN ROOM
	Rosette Pennington will present Fall custom-order and ready-to-wear coats, suits, dresses, shoes, millinery, accessories, jewelry at a luncheon fashion show. Press by invitation. Public by reservation; contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.		
Thursday Oct. 14 2:30 P.M.	SHOWING OF MISSES COMPLETE WARDROBE	B. ALTMAN & CO.	3RD FLOOR
	Altman's will present misses coats, suits, dresses, evening fashions and millinery. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.		
Thursday Oct. 14 3:30 P.M.	PRESS SHOWING OF CUSTOM ORDER FURS	SAKS FIFTH AVENUE	5TH FLOOR FUR SALON
	Custom fur fashions designed by Sophie and Julio Laffitte will be presented to the press. Attendance by invitation only. Publicity: Helen Kauper, PL. 3-4000.		
Thursday Oct. 14 4:30 P.M.- 7:00 P.M. Cocktails	MEN'S FASHION SHOWING OF "FANCIFUL FASHIONS"	WILSON BROTHERS (180 MADISON AVE.)	HOTEL PIERRE ROOF GARDEN
	Preview of what "Men of Tomorrow" may wear with an exhibit of next Spring's line of men's furnishings, ranging from colorful underwear through 3,000 patterns and colors of neckties. Also, exhibit of fashions which have been taken from men by women. Attendance by invitation only. Publicity: Wain & Baruch, Inc., PL. 8-0868.		
Monday Oct. 18 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW	HARRA FURS (15 WEST 57TH ST.)	HOTEL PLAZA PERSIAN ROOM
	Fur fashions by Harra will be presented at luncheon at the Plaza. Press by invitation. Public by reservation. Contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Harra Publicity: Mary Alice Rice, CI. 6-1790. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.		
Monday Oct. 18 2:15 P.M.	PRESENTATION OF FLORIDA FASHIONS	MIAMI FASHION COUNCIL	HOTEL McALPIN CRYSTAL ROOM
	Cruise and resort fashions will be presented with daily trade showings through Thursday, October 21. Contact: Susan Cree, Fashion Coordinator, Miami Fashion Council, Miami, Florida.		
Monday Oct. 18 4:30 P.M. Cocktails	PRESS SHOWING: SPRING FASHIONS FOR JUNIORS	JOAN NORTON IRWIN	270 PARK AVENUE (MARY LEWIS' APT.)
	Presentation of Joan Norton Irwin's Junior Fashions for the Resort and Spring Season. Showing at 5:00 P.M. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Oct. 18	SHOWING OF COATS FOR RESORT, CRUISE, SPRING	KEN WHITMORE	230 WEST 39TH ST. 5TH FLOOR
	Ken Whitmore will present continuous showings of their new line of "Contemporary Classics" coats in "painters' palette colors". For appointment, contact: Sylvia Leonard, MU. 9-0450.		
Beginning Monday Oct. 18	SPRING AND RESORT OPENINGS BY FOGA	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	INDIVIDUAL NEW YORK SHOWROOMS
	Guild members who will present their lines include:		
	HANSEN BANG, INC.	JOSEPH HALPERT, INC.	BEN REIG, INC.
	BEN BARRACK, INC.	HORWITZ & DUBERMAN	C.H.D. ROBBINS CO.
	WILLIAM BASS DRESS CO.	INTERNATIONAL DRESS CO.	RUDOLF GOWNS
	CAPRI FROCKS, INC.	JUNIOR LEAGUE FROCKS	PAUL SACHS ORIGINALS
	CARLYE DRESS CORP.	KAPLAN & GRABOIS	MARTIN SIMON, INC.
	DEITSCH WERSBA & COPPOLA	SAMUEL KASS GOWNS	HERBERT SONDHEIM, INC.
	FOX-BROWNIE, INC.	CHARLES LANG, INC.	FRANK STARR, INC.
	ED GERRICK, INC.	DAVID LEONARD & LEVINE	SUZANNE-AUGUSTINE, INC.
	A. GOODMAN & CO., INC.	MARY LEE, INC.	JANET TAYLOR
	FRED GREENBERG DRESS CO.	MORRIS & MARCUS	HANNAH TROY, INC.
		PARNIS-LIVINGSTON, INC.	
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		
Tuesday Oct. 19 9:15 A.M. Breakfast	PRESS PREVIEW OF RESORT PLAYCLOTHES	GEORGE MORTON, INC. (44 E. 32ND STREET)	HOTEL ASTOR COLLEGE HALL SUITE
	George Morton, Inc., will present a press showing of playclothes for resort wear. Showing at 9:45 A.M. Attendance by invitation only. Publicity: Duhan Associates, PL. 7-6975.		
Tuesday Oct. 19 11:00 A.M.	NEW HAIR STYLES BY GUILLAUME OF PARIS	LENTHERIC	5TH AVE. & 53RD ST.
	Lentheric will invite the press to meet Guillaume, hair stylist from Paris. Attendance by invitation only. Publ.: Kay Inglis-Jones, PL. 3-6300.		
Tuesday Oct. 19 1:00 P.M. Luncheon	NEW MILLINERY AT LUNCHEON SHOW	LADDIE NORTHRIDGE	RITZ CARLTON HOTEL OVAL ROOM
	Fall and Winter millinery will be presented by Laddie Northridge during luncheon. Press by invitation. Public by reservation. Contact: PL. 3-4600, Ext. 20. Laddie Northridge Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.		
Wednesday Oct. 20 12:30 P.M. Luncheon	PRESS PREVIEW: DIAMOND FASHIONS FOR 1949	N.W. AYER & SON, INC.	RITZ CARLTON HOTEL CRYSTAL GARDEN
	Diamond fashion show at a luncheon for the New York fashion press. (More details later.) By invitation only. Publicity: Jean Shanley, CI. 6-0200.		
Wednesday Oct. 20 1:00 P.M. Luncheon	FUR ORIGINALS AT LUNCHEON SHOW	ARONOWICZ, INC. (19 WEST 57TH ST.)	HOTEL PIERRE COTILLION ROOM
	Furs and fur accessories, also fur fashions for juniors and children by Aronowicz. Hats, Florence Reichman. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 21 8:45 A.M. Breakfast	SHOWING OF RESORT AND SPRING FASHIONS	LINDLEY ORIGINALS INC. (1400 BROADWAY)	HOTEL PLAZA TERRACE ROOM
	Lindley Originals, formerly Ben Lindner Inc., will present a showing of Resort and Spring fashions, designed by Gertrude Rothschild. Showing promptly at 9:15 A.M. Attendance by invitation only. Contact:MU. 9-5422.		
Beginning Thursday Oct. 21 10:30 A.M.	SPRING SHOWINGS BY CEIL CHAPMAN	SAMUEL CHAPMAN	530 SEVENTH AVENUE SHOWROOM
	Spring collection, designed by Ceil Chapman, will be presented at 10:30 A.M. and 2:30 P.M. daily, beginning Thursday, Oct. 21. Contact: LA-4-5800.		
Beginning Thursday Oct. 21 2:30 P.M.	SPRING OPENING FOR THE TRADE	KIVIETTE	15 WEST 47TH STREET SHOWROOM
	Kiviette will present her Spring collection at 2:30 P.M. on Oct. 21; and at 10:30 A.M. and 2:30 P.M. daily thereafter. Contact: PL. 7-8750.		
Thursday Oct. 21 1:00 P.M. Luncheon	HOLIDAY FASHIONS AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
	Russeks will present new fashions during luncheon. Press by invitation. Public by reservation; contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.		
Thursday Oct. 21 3:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING OF SWIM SUIT FASHIONS	FLEXEES	417 FIFTH AVENUE SHOWROOM
	Flexees will present their 1949 line of "Sea Molds" swim suits at a showing for the press. Attendance by invitation only. Publicity: Veronique Hall, PL. 7-6300.		
Monday Oct. 25 1:00 P.M. Luncheon	PRESS SHOWING OF YOUNG HOLIDAY FASHIONS	JONATHAN LOGAN	EL MOROCCO 154 EAST 54TH ST.
	Presentation of Young Holiday Clothes, designed by Dorris Varnum for Jonathan Logan. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Monday Oct. 25 4:30 P.M. Cocktails	PRINT FASHIONS FOR RESORT AND SPRING	ROBAIX, INC.	HOTEL PLAZA TERRACE ROOM
	Robaix will present their exclusive prints for Resort and Spring in fashions created by America's leading designers at an all-print fashion show. Attendance by invitation only. Publ.: Mildred Kaldor, MU. 9-5420.		
Monday Oct. 25- Oct. 28	FIFTEENTH ANNUAL NATIONAL SHOE FAIR	NATIONAL SHOE MFRS.; NATIONAL SHOE RETAILERS	FOUR LEADING CHICAGO HOTELS
	Shoe buyers from the U.S. and Canada will participate in the largest National Shoe Fair in history. Spring footwear fashions on display in four Chicago hotels: Palmer House, Stevens, Morrison, and Congress. There will also be 95 booths for shoe exhibits in the exhibition hall at the Palmer House. Contact: George E. Gayou, Mgr., Palmer House, Room 953W, Chicago, Illinois.		
Monday Oct. 25	ADVANCE SPRING OPENINGS BY CHICAGO FASHION INDUSTRIES OF DRESS, COAT AND SUIT LINES IN CHICAGO, BEGINNING OCTOBER 25.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 25	THE ST. LOUIS FASHION CREATORS WILL OPEN THEIR SPRING LINES OF DRESSES, COATS, SUITS, SPORTSWEAR, BEGINNING OCTOBER 25, IN ST. LOUIS.		
Tuesday Oct. 26 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	SADA SACKS (671 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
	Showing of daytime and evening fashions during luncheon. Press by invitation. Public by reservation; contact, PL. 3-4600, Ext. 20. Contact: Milton Cline, TE. 8-5595. Ritz Fashion Publ.: Marion Morrison, PL. 3-4600.		
Tuesday Oct. 26 1:00 P.M. Luncheon	FASHION PRESENTATION BY HARPER'S BAZAAR	AMERICAN WOMEN'S VOLUNTARY SERVICES	HOTEL PLAZA TERRACE ROOM
	Annual luncheon and fashion show by the National American Women's Voluntary Services, with a showing of new Winter and Resort fashions from top American designers, selected and presented by "Harper's Bazaar". Price: $5.00 per person. For tickets, contact: A.W.V.S., 99 Park Avenue, LE. 2-1722. Publicity: Julie R. Stein, LE. 2-1722.		
Tuesday Oct. 26- Oct. 29 2:30 P.M.; 8:30 P.M.	"FASHIONS OF THE TIMES": SEVENTH EDITION	NEW YORK TIMES	N. Y. TIMES HALL 240 WEST 44TH ST.
	The New York Times will present its Seventh Annual Fashion Show "Fashions of the Times", with two performances daily, matinee and evening, on Tuesday, Wednesday, Thursday and Friday. Tickets: $3.60 (including tax). Contact: Virginia Lally, N.Y. Times Promotion Dept., LA. 4-1000, Ext. 507.		
Wednesday Oct. 27 4:30 P.M. Cocktails	SHOWING OF SPRING FABRICS COLLECTION	MIRON WOOLENS	HAMPSHIRE HOUSE COTTAGE
	Miron's merchandise and fashion clinic to introduce their Spring fabrics collection. Cocktails and buffet dinner will be served. Attendance by invitation only. Publicity: Eleanor W. Howard, Promotion Director for Miron, LE. 2-8340.		
Wednesday Oct. 27 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	EVE TARTAR (676 MADISON AVE.)	HOTEL PIERRE COTILLION ROOM
	New millinery fashions by Eve Tartar at a luncheon show. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Eve Tartar contact: Estell Staub, TE. 8-5254. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.		
Wednesday Oct. 27 2:30 P.M.	SHOWING OF WOMEN'S COMPLETE WARDROBE	B. ALTMAN & CO.	3RD FLOOR
	Coats, suits, dresses, gowns, and millinery for women will be presented at Altman's. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.		
Thursday Oct. 28 1:00 P.M. Luncheon	SHOES AND ACCESSORIES AT LUNCHEON SHOW	I. MILLER	HOTEL PLAZA PERSIAN ROOM
	I. Miller will present cocktail, dinner, and dressy daytime shoes during luncheon. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. I. Miller Publicity: Helen Horchler, BR. 9-2000. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.		
Nov. 2	ELECTION DAY (Tuesday).		
Tuesday Nov. 2- Nov. 9	SIXTIETH NATIONAL HORSE SHOW AT MADISON SQUARE GARDEN		
	Eight evening and eight matinee performances of the 60th National Horse Show at Madison Square Garden, with daily performances at 2:00 P.M. and 7:45 P.M. Publicity: Elser & Cothran, MU. 7-7837.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Nov. 3 1:00 P.M. Luncheon	SHOWING OF GIFTS AT LUNCHEON SHOW	GEORG JENSEN	WALDORF-ASTORIA SERT ROOM
	Luncheon showing of Georg Jensen gifts. Press by invitation. Public by reservation; contact "Frank", headwaiter, EL. 5-3000. Georg Jensen, contact: Irene McCallum, EL. 5-6630. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Thursday Nov. 4 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW	RITTER BROTHERS	HOTEL PLAZA TERRACE ROOM
	Presentation of Ritter Original "Symphony Fur Fashions" at a luncheon show. Press by invitation. Public by reservation; contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Ritter Publicity: Claire A. Wolff, LO. 4-7230. November and December Fashion Shows at The Plaza on Thursdays are being handled by Mary Alice Rice, CI. 6-1790.		
Thursday Nov. 4 3:30 P.M.	PRESS SHOWING OF "FASHIONS IN FIGURES"	FLEXEES	417 FIFTH AVENUE SHOWRROM
	Flexees will present "Fashions in Figures" for Spring 1949, at a special press showing of brassieres, girdles and combinations. Showing promptly at 4:00 P.M. By invitation only. Publicity: Veronique Hall, PL. 7-6300.		
Nov. 5	HORSE SHOW BALL AT WALDORF-ASTORIA (Friday).		
Monday Nov. 8 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	FOR BENEFIT OF JUNIOR LEAGUE	HOTEL PIERRE COTILLION ROOM
	Fashions by Fira Benenson, furs by Maximillian, and hats by Mr. John will be presented at a luncheon show sponsored by Junior League of New York. Hotel Pierre Publicity; Madeleine Riordan, TE. 8-8000.		
Monday Nov. 8- Nov. 12	SPRING CORSET AND BRASSIERE MARKET WEEK	CORSET AND BRASSIERE EXHIBITORS GUILD	HOTEL McALPIN 5TH AND 6TH FLOORS
	Collective showing by approximately 80 exhibitors of the Corset and Brassiere Exhibitors Guild during the Spring Market Week. Contact: Jed Sylbert, chairman, 220 Fifth Ave., MU. 3-1593.		
Tuesday Nov. 9 11:00 A.M.& 8:30 P.M.	ANNUAL FASHION SHOWING OF FOUNDATION GARMENTS	WARNER BROS. CO.	HOTEL ASTOR GRAND BALLROOM
	"Looking Forward" -- trade and press showing of fashion foundations for 1949 by the Warner Bros. Co. Attendance by invitation only. Publicity: Anne M. Ketcham, MU. 3-1194.		
Wednesday Nov. 10 1:00 P.M. Luncheon	CASUAL FASHIONS AT LUNCHEON SHOW	CASUAL CLOTHES INC. (744 MADISON AVENUE)	WALDORF-ASTORIA SERT ROOM
	Presentation of casual fashions at a luncheon show. Press by invitation. Public by reservation, contact: "Frank", headwaiter, EL. 5-3000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday Nov. 10 4:00 P.M.- 6:00 P.M. Cocktails	PRESS "EYE OPENER": NEW NYLON FABRICS	WILLIAM WINKLER FABRICS	RITZ CARLTON HOTEL CRYSTAL GARDEN
	Press showing of new nylon fabrics by William Winkler (division of Blue Ridge Textile Co.). Showing at 4:30 P.M. Attendance by invitation only. Publicity: Tom Lewis, WI. 7-4613.		

MUSIC...MOVIES...THEATRES...TELEVISION

Friday Oct. 1 — PREMIERE: "JOHNNY BELINDA" (Movie) STRAND THEATRE, B'WAY & 47TH STREET
Warner Bros. production of tragedy in a small Nova Scotia village, starring Jane Wyman as a deaf mute and Lew Ayres as the young doctor who befriends her. Cast includes Charles Bickford, Agnes Moorehead and Stephen McNally. Produced by Jerry Wald; directed by Jean Negulesco. Wardrobe by Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.

Saturday Oct. 2 — PREMIERE: "THE BLACK ARROW" (Movie) AMBASSADOR THEATRE, 215 WEST 49TH ST.
Columbia's film version of the Robert Louis Stevenson classic starring Louis Hayward and Janet Blair. Produced by Edward Small. Directed by Gordon Douglas. Publicity: Hortense Schorr, CI. 5-5000.

Monday Oct. 4 — OPENING: "PRIVATE LIVES" PLYMOUTH THEATRE, 45TH ST. WEST OF B'WAY
Tallulah Bankhead in a revival of the Noel Coward comedy produced by John C. Wilson. Martin Manulis directed the cast which includes Donald Cook, Barbara Baxley, William Langford. Sets by Charles Elson. Costumes specially designed by Bergdorf Goodman and Bonwit Teller. Publicity: Richard Maney, WI. 7-6939.

Wednesday Oct. 6 — PREMIERE: "ISN'T IT ROMANTIC" (Movie) PARAMOUNT THEATRE, 43RD ST. & B'WAY
Paramount Pictures release of period comedy set in a small Indiana town in the early 1900's. Starring Veronica Lake, Mona Freeman, Mary Hatcher and Billy DeWolfe. Produced by Daniel Dare. Directed by Norman S. McLeod. Costumes by Edith Head. Publicity: Rex Taylor, BR. 9-8700.

Wednesday Oct. 6 — OPENING: "SUMMER AND SMOKE" MUSIC BOX THEATRE, 45TH ST. WEST OF B'WAY
The new Tennessee Williams play with Margaret Phillips and Tod Andrews in the leading roles. The story of a young doctor in the South. Produced and directed by Margo Jones. Sets by Jo Mielziner. Costumes by Rose Bogdanoff. Publicity: Sol Jacobson, CH. 4-7465.

Thursday Oct. 7 — OPENING: "LOVE LIFE" 46TH STREET THEATRE, 46TH ST. WEST OF B'WAY
Nanette Fabray and Ray Middleton in a new musical. Book and lyrics by Alan Jay Lerner, music by Kurt Weill, choreography by Michael Kidd. Directed by Elia Kazan. Sets by Boris Aronson. Costumes by Lucinda Ballard. Publicity: Wolfe Kaufman, LO. 4-3950.

Thursday Oct. 7 8:00 P.M.-9:00 P.M. — TELEVISION: "THE GLORIA SWANSON HOUR" STATION WPIX, CHANNEL II
Program includes: "Glamour On A Budget", sponsored by A.S. Beck with Valerie Mason as fashion editor; "High Fashion Trends" with Fall fashions by Joseph Whitehead; "Design for Living"; "Chef's Holiday". Director: Dick Rose. Fashion Coordinator: Kay Bardsley. Publicity: Clint Bolton, WPIX, MU. 2-1234.

Thursday Oct. 7 Nov. 28 — OPENING: NEW YORK CITY OPERA COMPANY CITY CENTER, 131 WEST 55TH ST.
The New York City Opera Company opens its Fall season. The first two programs are: "Tosca" (Thursday, Oct. 7) and "Pelleas et Melisande" (Friday, Oct. 8). Company includes Maggie Teyte, Suzy Morris, Mario Binci. Laszlo Halasz is artistic and music director. Publicity: Jean Dalrymple, MU. 8-3847.

Monday Oct. 11 — OPENING: "WHERE'S CHARLEY" ST. JAMES THEATRE, 246 WEST 44TH ST.
Ray Bolger in the George Abbott musical version of Brandon Thomas' farce "Charley's Aunt". Cast includes John Lynds, Byron Palmer, Doretta Morrow. Directed by George Abbott. Choreography by George Balanchine. Sets and costumes by David Ffolkes. Publ.: Karl Bernstein, CI. 6-0427.